

A Case Study for Engaging Manufacturers

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2018 Governor's Conference on Economic Development

Why we participate in Dream it. Do it.?

1. Empower manufacturers
2. Change public perception of manufacturing
3. Introduce people to manufacturing careers
4. Draw attention to the role that manufacturers play in their communities
5. Underscore the economic significance of manufacturing



MISSOURI2030
An Agenda to Lead



What is Dream It. Do It.?

- Change the perception of the industry and inspire students (just like you!) to pursue manufacturing careers.



*Changing Minds About
Modern Manufacturing*

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Who do you want to be?



CHEMIST



ELECTRICIAN



**ROBOTICS
ENGINEER**



**PROCESS
TECHNICIAN**



WELDER



MACHINIST



Did you know...

63% of students identify personal experiences as the leading influence over their career path. **and...**

Those familiar with manufacturing are **2 times as likely to encourage** a young person into **a manufacturing career.**

Changing Perceptions



October 5, 2018

89%

More aware of manufacturing jobs in their communities.

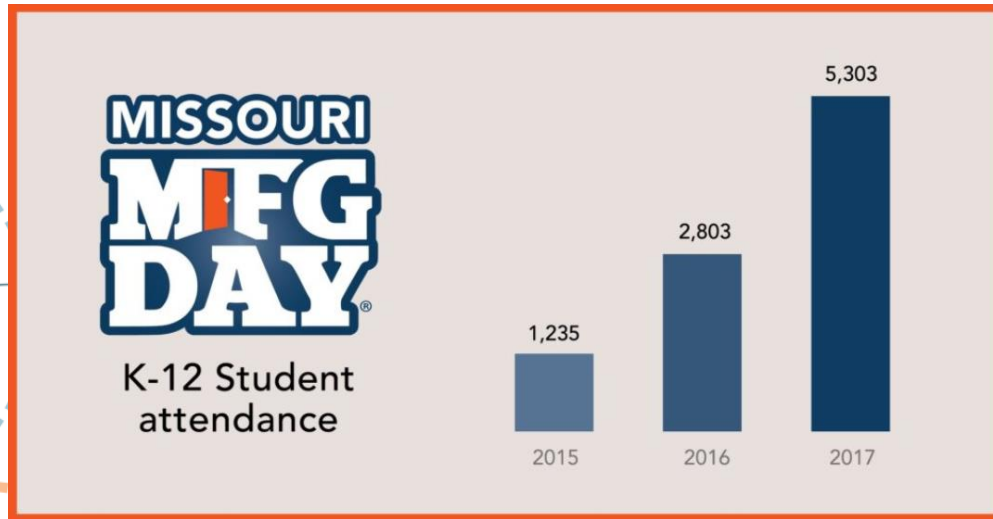
84%

More convinced that manufacturing provides careers that are interesting & rewarding.

64%

More motivated to pursue careers in manufacturing.

2017 MFG Day by the numbers...



61 MFG Day events

5,303 K-12 Students

647 Postsecondary Students

379 Educators

345 Employers

15 Local Chambers of Commerce

MFG Champions

Steve Halter – President – The Greater Poplar Bluff Chamber

Michelle Shelton – HR Manager – Briggs & Stratton

Patt Lilly – President – St. Joseph Chamber of Commerce

Sally Sanders – Director of HR & Safety – Gray Manufacturing

Dana Keller – Executive Director – Mexico Area Chamber of Commerce

Mark Korman – Owner – Fluid Power Support

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